



Gloucester County Job Description

POSITION: Tourism & Marketing Supervisor
DEPARTMENT: Tourism
JOB CODE: B111
FLSA: Non-exempt

GENERAL STATEMENT OF JOB: Under general supervision, performs work in all aspects of a comprehensive tourism program for Gloucester County to include collaboration with historic sites, tourism-related businesses, and other groups to promote visitation. Supervises departmental marketing efforts to include both the parks and recreation divisions. Employee must exercise tact and courtesy in frequent contact with volunteers, employees, business representatives, agency representatives, and the general public. Employee reports to the Tourism, Marketing and Events Manager.

ESSENTIAL JOB FUNCTIONS:

1. Manages and implements a marketing plan for all tourism functions, including the Historic Resources Division. Works with contractors to produce high-quality marketing materials for statewide distribution. Creates and implements strategic digital marketing pieces and placement to maximize exposure.
2. Routinely meets with business and other tourism representatives to share information to better promote Gloucester as a tourism destination. Partners with lodging, restaurants, and specialty shop owners/managers to create special package deals; maintains a constant flow of useful and accurate information. Explores opportunities to expand tourism assets and information services.
Makes presentations to local civic and business groups. Supports local and regional events that impact tourism.
3. Manages and implements marketing initiatives for the Department of Parks, Recreation & Tourism, to include print pieces to advertise activities and events, Beehive pages, websites, and social media accounts.
4. Oversees the management of Visitor Center to include supervision and evaluation of part-time staff. Assists with recruitment and training of volunteers for the Visitor Center. Directs changes and improvements as warranted.
5. Plans and arranges distribution and placement of marketing items; routinely assesses inventory throughout sites for restocking or removal. Selects and recommends placement and evaluates the effectiveness of distribution locations.

6. Provides input on tourism budget recommendations to the Recreation & Tourism Manager for the annual operating budget, monitors revenue and expenditure reports.

makes recommendations for advertising and merchandise expenditures; research availability of and assists with grant applications.

7. Serves as staff support for Tourism Advisory Committee and prepares meeting agendas. Represents Gloucester County at tourism related workshops, seminars, and meetings. Reads various professional journals and other literature to enhance and maintain knowledge of trends and developments in the tourism industry.
8. Participates in special events that market Gloucester as a tourism destination. Researches and develops new tours and trails; assists with creation of guides, fact sheets, children's interpretive materials, etc. to inform and engage visitors. Works with Department staff on various special events as necessary.
9. Responds to consumer inquiries via phone, mail, email and/or in person. Prepares informational packets for group tours. Provides up-to-date information for local event calendars, Virginia Tourism Corporation website, and other travel-related websites.
10. Provides training programs and familiarization trips for employees of tourism-related businesses (program development, speaker solicitation, development of training materials).
11. Prepares a variety of analytical studies, reports, manuals, and related information to include regular financial and visitation reports. Provides information and reports of Departmental performance measures and budget goals.
12. Performs other duties as assigned.

EMPLOYEE UTILIZATION IN ADVERSE WEATHER AND EMERGENCY CONDITIONS

All Gloucester County employees are subject to being assigned to specific positions and tasks during a "Declared Emergency" as support personnel, by the County Administrator, the Emergency Management Director, or the Emergency Operations Plan (EOP). Once assigned, this would be the same as a regular work assignment and all policies and procedures for duty assignments apply. (Please see Gloucester County Administrative Policy 101.1 -Employee Utilization in Adverse Weather and Emergency Conditions.)

JOB LOCATION AND CONDITIONS:

Duties are performed in office environment and occasionally outdoors.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Broad knowledge of the standard practices of marketing and sales.

Broad knowledge of the current literature, trends, and developments in the field of tourism.

Broad knowledge of the principles and practices used in public speaking and making presentations.

Ability to plan, assign, and supervise work of subordinates and to instruct them in proper work methods and procedures.

Broad knowledge of and proficiency in the use of Microsoft Word, Excel, PowerPoint, and Adobe Creative Suite.

Ability to deal effectively and courteously with visitors, staff, and the general public.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

Ability to prepare reports, forms, news releases, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style.

Ability to speak before groups of people with poise, voice control, and confidence.

Ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with emergency situations.

Ability to comprehend or understand instructions and underlying principles; to reason and make judgments; to understand and follow oral and written instructions; to make decisions in accordance with established procedures and policies; to guide and/or give instructions.

Ability to comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly. Ability to speak/talk, hear/listen and read.

Ability to perform arithmetic operations; to perform accurate calculations aided by calculator, adding machine or measurement device.

Ability to comprehend forms in space and understand relations of plane and solid objects.

EDUCATION AND EXPERIENCE:

Possession of a bachelor's degree in business administration, marketing, tourism, or closely related field.

Minimum of five (5) years of experience working in a tourism-related position. NECESSARY SPECIAL QUALIFICATIONS:

Possession of a valid driver's license; possess and maintain a driving record that meets established Gloucester County Driving Standards.